

FOR IMMEDIATE RELEASE: July 20, 2016
CONTACT: Kimberly Larson, Public Information Officer, 623-930-3527

GLENDALÉ CONVENTION & VISITORS BUREAU WINS GOVERNOR'S AWARD AT ANNUAL CONFERENCE ON TOURISM *Visit Glendale Team Recognized for Outstanding Advertising Campaign*

GLENDALÉ, Ariz. – Glendale's Convention & Visitors Bureau recently brought home an award to add to its trophy case – an Arizona Tourism Award given out annually at the Arizona Governor's Conference on Tourism, which took place July 11-13 in Tucson.

The honor, in the category of Advertising Campaigns, was awarded for Visit Glendale's Spring Training Campaign, which was executed in January through March of this year. The comprehensive advertising campaign was launched and designed to reach spring training fans in the markets of Los Angeles and Chicago. The ad campaign was designed in-house by the city's Creative Services Division staff. With the tagline "Always in Season," it encouraged visitors to "catch spring training fever" and to utilize the Glendale Visitor Center as their resource to get the scoop on the action on and off the field. The campaign was carried out through the following methods: print ads, digital display ads, branded coffee sleeves at local shops in both markets, plus a "Coffee Domination Day" in Chicago, in which Visit Glendale staff personally invited Chicago residents to Glendale at a downtown coffee shop. In addition, In-Market Micro Proximity Ads and In-Market Moving Active Adz Mobile Billboard targeted visitors that were already in the area, and encouraged the pre- and post-game activities in Glendale. The personalized approach, showcasing a welcoming message from the Visit Glendale staff along with a call-to-action to the Glendale Visitor Center, yielded big results, including record attendance at Camelback Ranch, increase in hotel occupancy and record-setting walk-in traffic at the Glendale Visitor Center.

~ more ~

Governor's Award/ Add 1.1.1

Visit Glendale represents businesses involved in the hospitality industry in Glendale and throughout the West Valley and is charged with promoting and branding the region as a premiere destination for both business and leisure travelers. To learn more, visit www.visitglendale.com or call 623-930-4500. To learn more about the Arizona Office of Tourism and the Governor's Conference on Tourism, visit www.tourism.az.gov.

###